

ABSTRACT OF THE INVENTION

A system, method and apparatus are disclosed for generating a composite message representative of an application experience to be sent to a remote recipient by receiving a user input selecting multimedia information provided by an application, generating a message form from within the application to receive message information, combining the selected multimedia information and the message information into a composite message, and sending the composite message to the intended recipient. A composite message is created by any or all of the following: capturing a current image, linking an associated audio file to the message, removing extraneous user interfaces from the image, scaling the image to a more appropriate display size, adding corporate logo or other identifying information to the message, and receiving text to be transmitted to the remote recipient. The electronic mail address of the sender is automatically retrieved and placed in the message form, the recipient's name and address are received, and the address information, message text, and multimedia information are displayed to the sender to allow the sender to decide whether or not to send the composite message. A predetermined third party can be notified of the identity of the recipient of the composite message to use the information to market the application to the recipient if the recipient is not currently an owner of the application.